

**METHODS AND APPARATUS FOR AN ADVERTISEMENT DISPLAY  
SERVICE USING METADATA**

**ABSTRACT**

**[0020]** Methods and apparatus for an advertisement display service using metadata is disclosed. The method for providing a selective advertisement display comprises constructing a user's preference for television programs; analyzing and filtering metadata of advertisements based on said user's preference; storing the selected advertisements on digital television; analyzing metadata of a program viewed by the user when the user watches television; matching the metadata of the program with the metadata of advertisements stored; and providing the most related advertisement in the form of banner, based on the result of the matching. Thus, the present system can provide a targeting service corresponding to each user's tastes without leaking user's personal information, by storing advertisements corresponding to the user's tastes beforehand and, subsequently, providing the advertisements related to a program viewed by the user in the form of a banner.